

West End Historic District Livable Center Initiative Study Executive Summary, January 2002

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Introduction

The City of Atlanta Department of Planning, Development and Neighborhood Conservation engaged the services of URS Corporation and the Georgia Tech College of Architecture and City Planning Programs to study the West End MARTA station area in support of the Atlanta Regional Commission's Livable Centers Initiative (LCI). The main goal of the LCI is to identify projects that encourage diversity and intensity of land use in close proximity to transit stations as a way to promote a balanced ratio of housing and employment, enhance community identity, and provide non-motorized mobility opportunities.

The study area is comprised of the West End and Adair Park neighborhoods. The area is 0.6 miles square miles and the boundaries are West End Avenue to the north, Peoples Street to the west and Metropolitan Parkway to the east. White Street/Ashby Street extension defines the southern edge.

West End and Adair Park are two of Atlanta's most historic neighborhoods. In addition to a variety of land uses, these areas are also served by multiple modes of transit, which enhance an already rich urban fabric. Through analysis of existing conditions, economic development, land use and market conditions, this study provides suggestions for enhancing the quality of life for the residents and merchants within the area. The study suggests tools and guidelines for enhancing the livability of this community through transportation, infrastructure, urban design and economic development initiatives, creating a true mixed-use urban village.

There is a important balance between new projects and impacts to the existing infrastructure. This study achieved this balance through examination of historical context and existing conditions, adherence to sound urban planning and design principles, and citizen input.

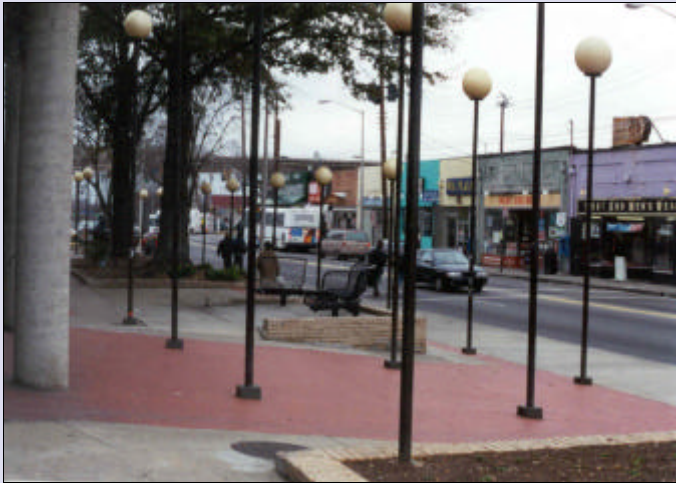


Vision: To encourage development which utilizes sensitive design to reflect the historical context of the West End while increasing opportunities for living, working, shopping, recreating and worshipping in the West End and Adair Park neighborhoods.

West End Historic District Livable Center Initiative Study

West End LCI Goals

- Strengthen the historic districts with sensitive design and markers.
- Encourage a diverse mix of medium development, employment, shopping and recreation choices.
- Promote focused infill and redevelopment.
- Develop streetscape and pedestrian/bicycle linkages increasing access to all uses .
- Connect the transportation system to other centers.
- Utilize traffic calming and truck traffic measures.



- Enhance community identity.
- Create civic space, focal points and heritage tourism.
- Increase employment opportunities.



West End's Existing Strengths

- A National Register Historic District designation.
- Home to many important cultural resources.
- Stable single-family residential neighborhood.
- Good mix of multi-family opportunities.
- 1% vacancy rate at the Mall at West End.
- High tech and communication technology uses at Atlanta Telecom Center.
- Candler Warehouse, 1 million sq. ft for high tech/warehouse space and residential uses.
- ♦ Educational resources from elementary schools to universities.
- Served by MARTA bus and rail, sidewalks , I-20, four major arterials, freight rail lines, and Hartsfield airport.



West End Historic District Livable Center Initiative Study

Concept Plan

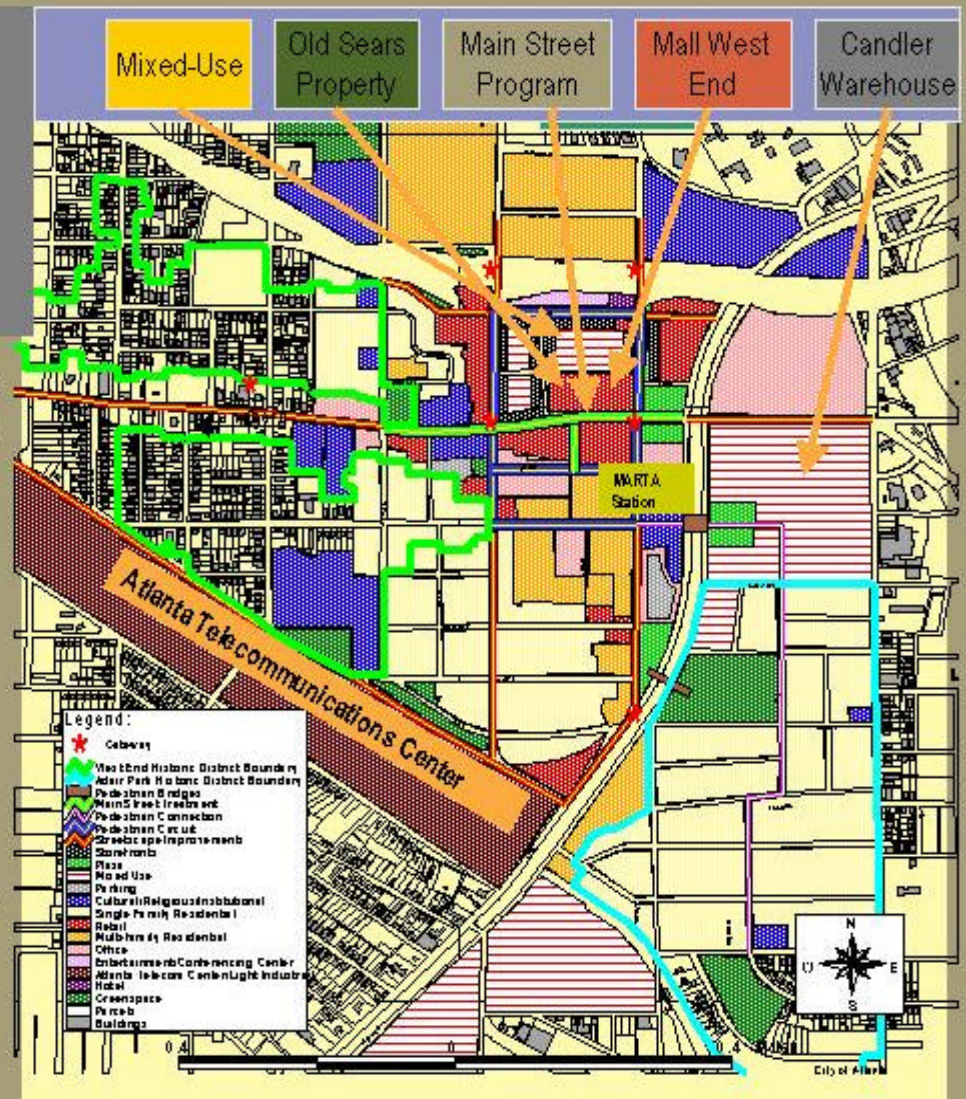
Recent trends and demographic patterns evidence a move back into Atlanta's central city. These older, established communities and their proximity to downtown and transit areas are important to the goals of the region.

Through reinvestments in these areas, transit oriented de-

velopment can mitigate air quality and lessen reliance on single occupancy vehicles, while providing additional opportunities for housing, employment, commercial and recreational activities.

West End Historic District LCI Concept

- Redevelopment of MARTA Station, Candler Warehouse, Atlanta Telecom. Center
- Village Transit-Oriented Development
- Mixed-Use Commercial
- Entertainment District
- Pedestrian Circuit
- Streetscapes, Gateways, Parks and Urban Plazas
- Mixed Income, Infill Single and Multi-family Housing
- "Main Street Program"



West End Historic District Livable Center Initiative Study

Concept Plan Highlights

- Strengthen and enhance existing historic district with distinctive markers and walking tours.
- Create a hierarchy of pedestrian pathways connecting activities, commercial storefronts, vistas, plazas, and green spaces.
- Install gateways, signature lighting and street furniture.
- Develop new open spaces, urban plazas and squares.
- Encourage diverse mix of housing, office and commercial development.



- Redevelop the West End MARTA Station, adding office uses at the north end of the station.
- Provide needed additional parking through shared parking agreements, street parking and structured parking.

Implementation

The Strategic Plan outlines a number of implementation strategies for the concept plan including

- implementing “Main Street Program” and enforcing development performance standards
- creating a hierarchy of plazas, parks, and open spaces connected by a pedestrian circuit
- marketing concept plan to developers
- working with MARTA and GDOT to implement a comprehensive transportation improvement, and
- increasing opportunities for employment by encouraging office space development.

The Plan funding for the improvements come from a variety of sources. The number and extent of improvements indicate that no single implementing agency would be practical or adequate.

For more information on the West End Historic District LCI Study, please contact Beverley Dockeray-Ojo or Flor Velarde at 404.330.6145 or bdockeray-ojo@ci.atlanta.ga.us or fvelarde@ci.atlanta.ga.us.

